

From: Brin Wall/=TMS/Toyota.

Sent: 10/24/2007 10:46 AM.

To: [-] .

Cc: [-] .

Bcc: [-] Chris Santucci/=WDC/Toyota_NY.

Subject: Message from Irv Miller: Key PR issues facing Toyota and the Auto Industry.

Message from Irv Miller,
TMS Group Vice President, Corporate Communications

Attached is the latest edition of Public Pulse, Corporate Communications' quarterly one-page summary of key public relations issues facing our company and industry. By focusing attention on these issues now, we hope to deal effectively with them before they can harm our reputation.

We invite your comments and suggestions on the current issue.